K-LOVE is one of the main radio stations that my husband and I listen to while driving. There are so few radio stations out there that are family friendly, uplifting, and don't play lots of commercials. If displaced by LPFM this would be a loss to the local community, especially to families. The service provided by K-LOVE is in the public interest because it provides quality family entertainment and can reach more people at a cost lower than those of local radio stations.